



Latino/Hispanic Accomplishments

APRIL 2008

**MARYLAND CIGARETTE RESTITUTION FUND
TOBACCO USE PREVENTION AND CESSATION PROGRAM
LOCAL PUBLIC HEALTH COMPONENT**

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Under the Cigarette Restitution Fund Program (CRFP), the Local Public Health Component provides funding to local health departments to develop comprehensive tobacco control plans that promote tobacco use prevention and cessation. Each local health department administers anti-tobacco initiatives with the assistance of a local health coalition that represents the ethnic and racial diversity of every jurisdiction. The local health departments and their coalitions work together to adhere to the established goals. One of the CRFP's mandates is that each local jurisdiction along with their coalition target tobacco control interventions to African American, Latino/Hispanic, Asian American, and Indian & Alaska Natives to eliminate health disparities associated with tobacco use.

The largest and fastest-growing minority group in the United States is the Latino/Hispanic community. According to the 2000 Census report, more than 35 million or 12.5 percent of the United States population was Latino/Hispanic and 34.6 million or 12.3 percent was African American.¹ The 2005 American Community Survey estimated that Latinos/Hispanics comprised 14.1 percent of the total United States population, where African Americans only represented 12.8 percent.²

Over the past two decades, Maryland has become a home for Latinos/Hispanics of approximately twenty nationalities. According to the Census, Latinos/Hispanics accounted for approximately 227, 916 (4.3%) of Maryland's population in 2000 and 316,257 (5.8%) in 2005.³ This dramatic change reflects an increase of more than 80 thousand within five years. The majority of the Latinos/Hispanics in Maryland live within two counties: Montgomery and Prince George's, with Montgomery County housing almost half of the state's Latino/Hispanic population.

Percentage of Latinos/Hispanics in Maryland 2005	
Jurisdiction	Percentage
Montgomery County	13.2%
Prince George's County	9.7%
Frederick County	3.9%
Howard County	3.7%
Caroline County	3.6%
Anne Arundel County	3.3%
Kent County	3.2%
Charles County	2.9%
Wicomico County	2.5%
Talbot County	2.4%
Baltimore County	2.3%
Harford County	2.3%
St. Mary County	2.2%
Baltimore City	2.1%
Calvert County	1.9%
Cecil County	1.8%
Washington County	1.7%
Worcester County	1.7%
Dorchester County	1.6%
Somerset County	1.6%
Carroll County	1.4%
Queen Anne's County	1.3%
Allegany County	0.9%
Garret County	0.4%

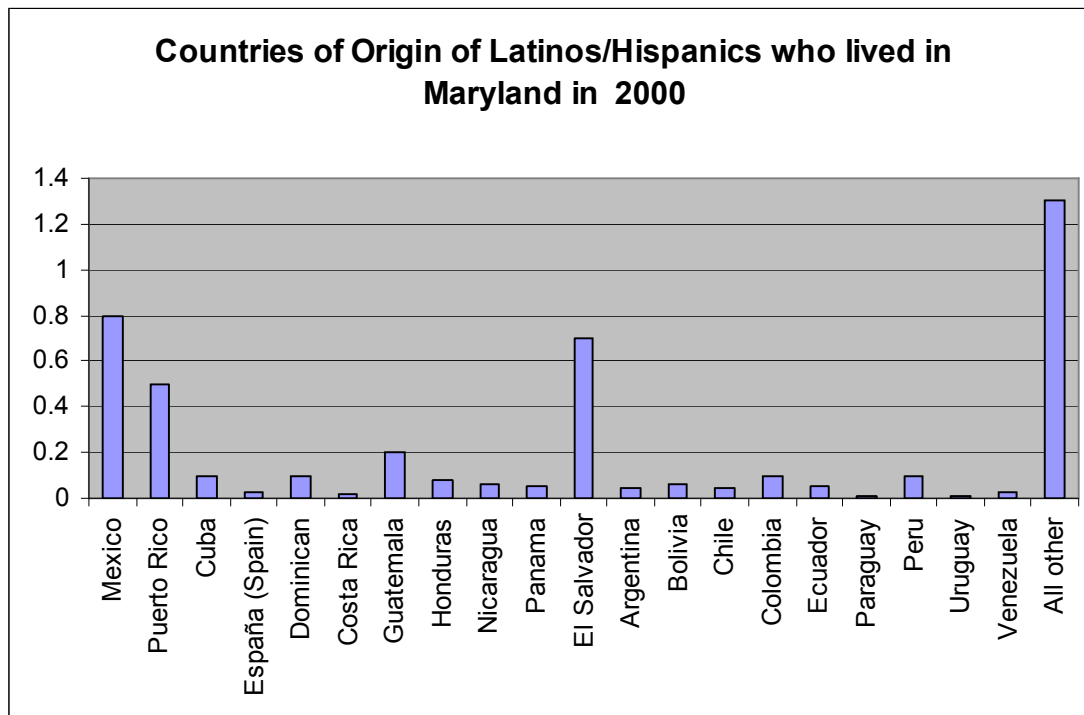
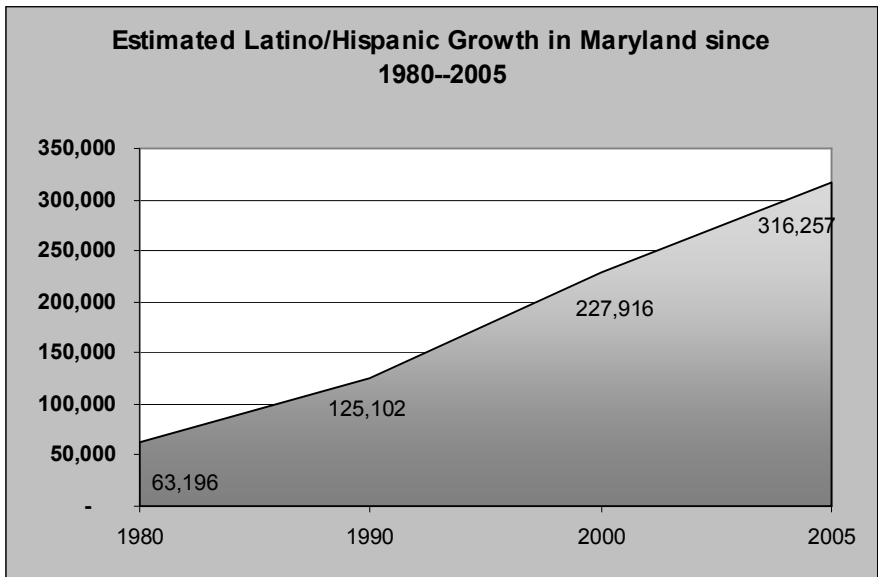
Figure 1: U.S. Census Bureau, American Community Survey, 2005

¹ U.S. Census Bureau 2000 Demography Profile Highlights

² U.S. Census Bureau, American Community Survey 2005

³ U.S. Census Bureau, Census 2000 & 2005 American Community Survey Data Profile Highlights

Statewide, Latinos/Hispanics are among the fastest growing minority group. In the 1990's more than 125,000 Latinos/Hispanics migrated from Cuba, Puerto Rico, Mexico, Central and South America to Maryland.⁴ That growth accounted for a 93 percent increase of the Latino/Hispanic population of Maryland. Since then the Latino/Hispanic community has been growing at a steady pace, doubling almost every ten years. In 2000, the top five countries of origin for Maryland's Latinos/Hispanics were Mexico, El Salvador, Guatemala, Colombia, and Peru. Moreover, between 1990 to 2000 the Salvadorian foreign-born population showed an increase of 118 percent, from 19,122 in 1990 to 41,818 in 2000.



Figures 2 & 3: U.S. Census Bureau 1980, 1990, 2000. American Fact Finder 2005

⁴ O'Mara, Richard. 1993 December. Reaching Out to Hispanic People. The Baltimore Sun.

Throughout the 1980's, the Latino/Hispanic population resided in Montgomery and Prince George's Counties. During the 1990's, this population migrated to the central region of Maryland: Montgomery, Prince George's, Baltimore (Baltimore City), Howard, and Anne Arundel Counties. The Eastern Shore also started becoming populated with Latinos/Hispanics a decade later.

Between 2000 and 2004, there was a larger wave of Latinos/Hispanics moving into the central region of Maryland. Prince George's County has seen the largest growth trend in those four years. According to the U.S. Census 2000, Latinos/Hispanics of Mexican and Salvadorian origins predominately reside in those counties. A large part of the population increase in the central counties is due to job accessibility.

Jurisdiction	1990	2000
Allegany County	319	571
Anne Arundel County	6,815	12,902
Baltimore County	8,131	13,418
Calvert County	502	1,159
Caroline County	231	789
Carroll County	903	1,489
Cecil County	635	1,304
Charles County	1,705	2,722
Dorchester	177	247
Frederick County	1,713	4,664
Garrett County	110	131
Harford County	2,821	5,161
Howard County	3,699	7,490
Kent County	467	546
Montgomery County	55,684	100,604
Prince George's County	29,983	57,057
Queen Anne's County	189	444
St. Mary's County	1,230	1,720
Somerset County	229	296
Talbot County	167	615
Washington County	905	1,373
Wicomico County	610	1,842
Worcester County	275	451
Baltimore City	7,602	11,061

Figure 4: U.S. Census Bureau 1990 & 2000

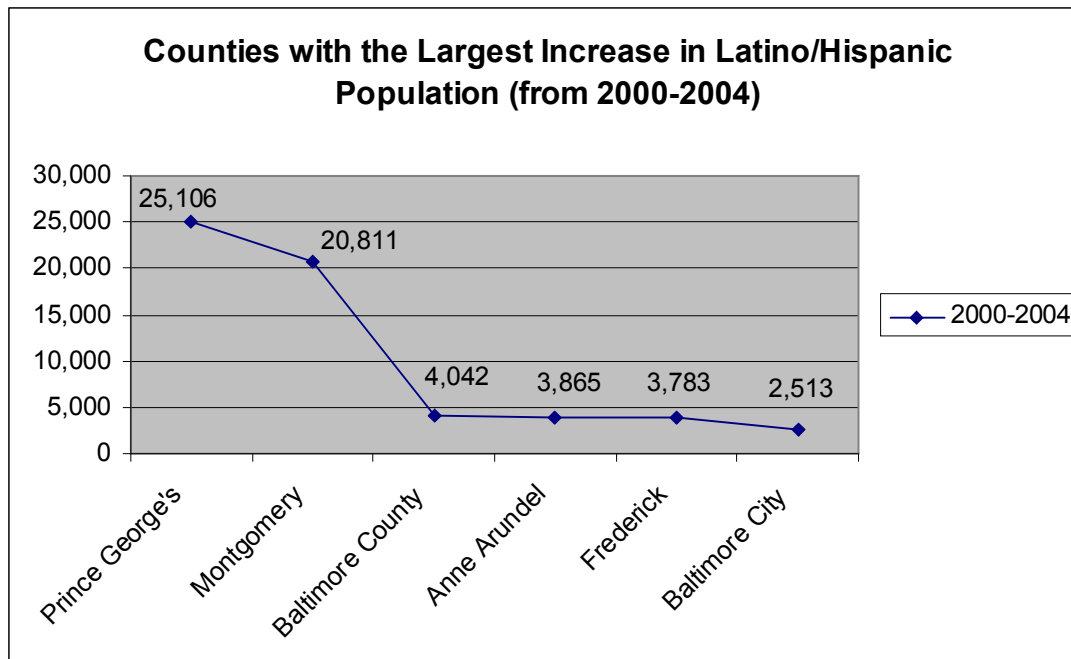


Figure 5: Census Bureau Population Estimates Branch, August 2005

Local health departments tailor strategies that target the needs of their Latino/Hispanic population. For instance, 10 local health departments developed a total of 58 culturally appropriate outreach campaigns in FY 07 to increase tobacco awareness among Latino/Hispanics in their counties.

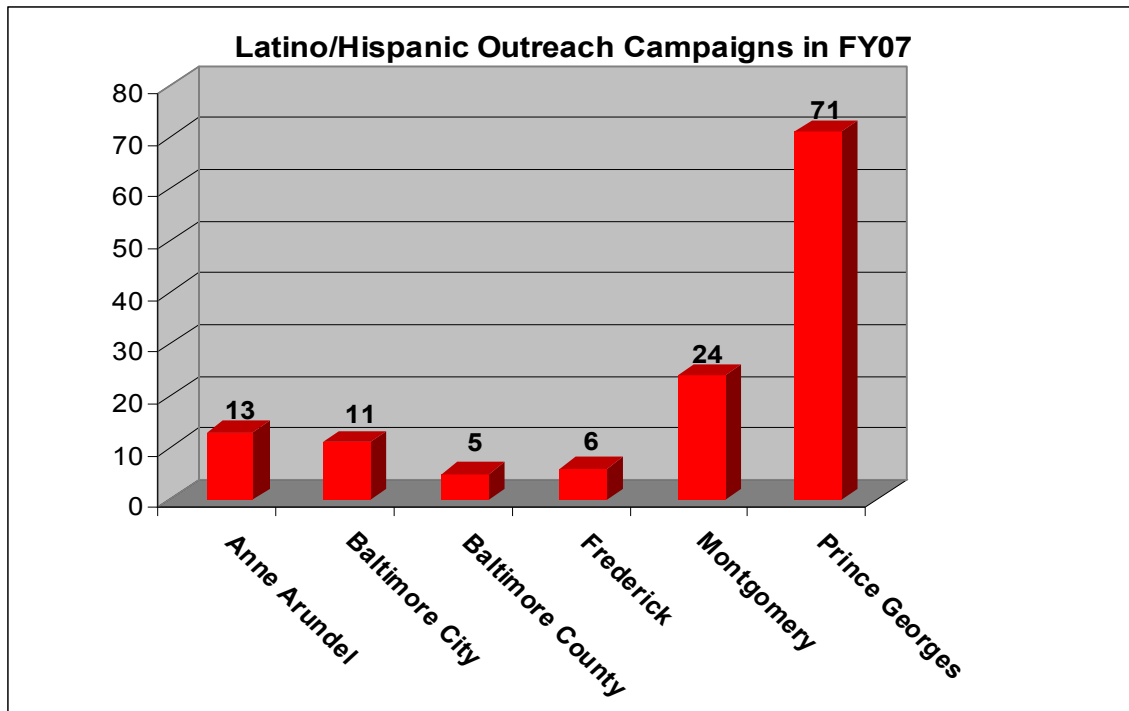


Figure 6: Local Public Health Component Database, FY 07

Local health departments also outreach to Latinos/Hispanics by funding faith-based organizations to strategically conduct programs that train faith-based leaders, educate congregations, and community members on tobacco use prevention. In FY07, a total of 19 faith based organizations were funded.

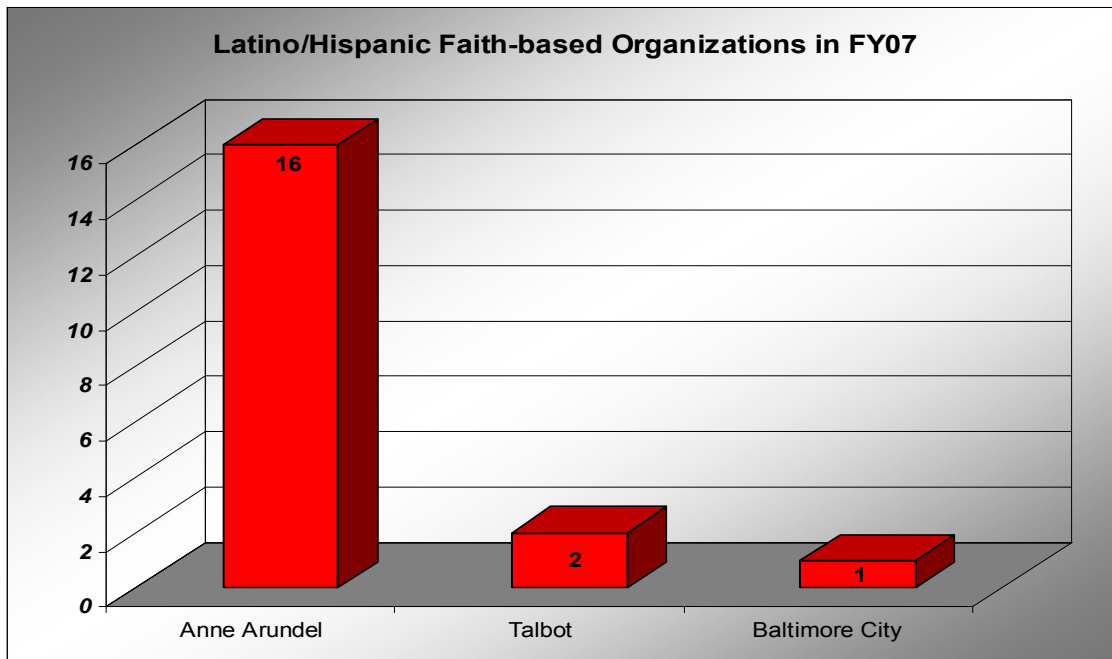


Figure 7: Local Public Health Component Database, FY07

Local health departments prepare culturally appropriate programs in conjunction with educational material that engages the Latino/Hispanic community in smoking cessation classes. For example, in FY 07 more than 300 Latinos/Hispanics participated in smoking cessation groups in 16 counties.

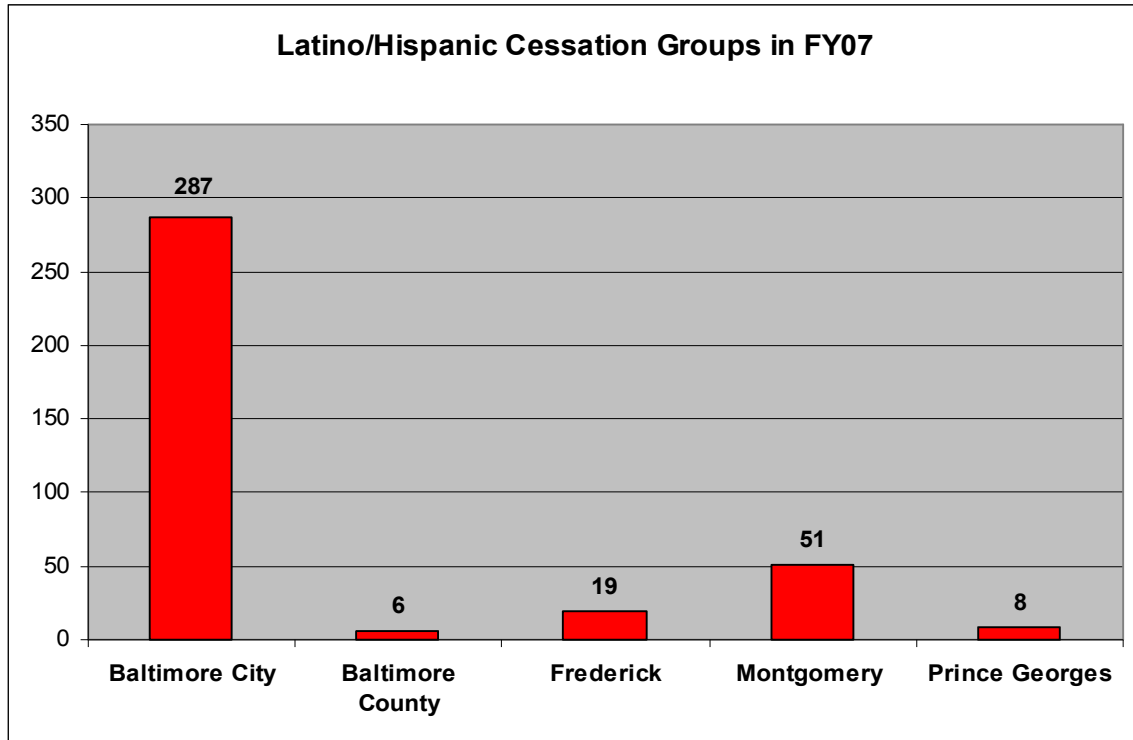


Figure 8: Local Public Health Component Database, FY 07.

Every year local health departments strive to effectively increase Latino/Hispanic involvement in cessation classes through different awareness and motivational strategies.

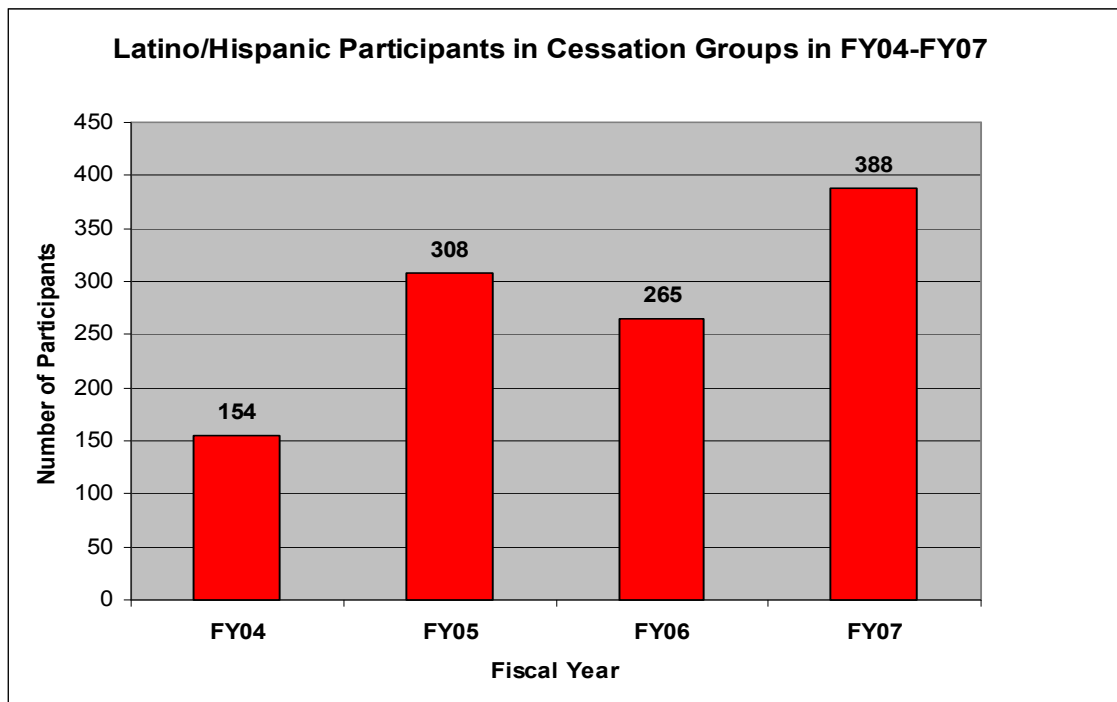


Figure 9: Local Public Health Component Database, FY 07

The number of Latinos/Hispanics that participate in tobacco coalitions in Maryland varies from year to year. Nonetheless, yearly there is an average of 33 Latinos/Hispanics participants in coalitions statewide.

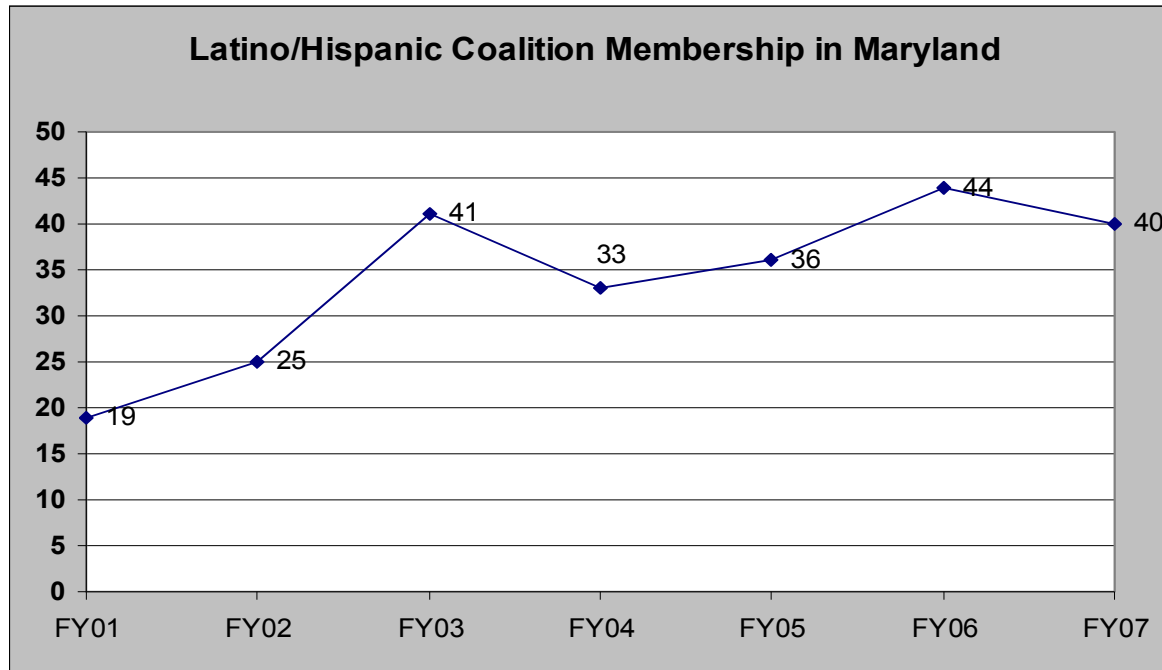


Figure 10: CRFP grant application

Local health departments recruit local Hispanic/Latino organizations to conduct regular tobacco use prevention activities, training sessions, and build organizational capacity to engage Hispanics/Latinos in the tobacco control movement.

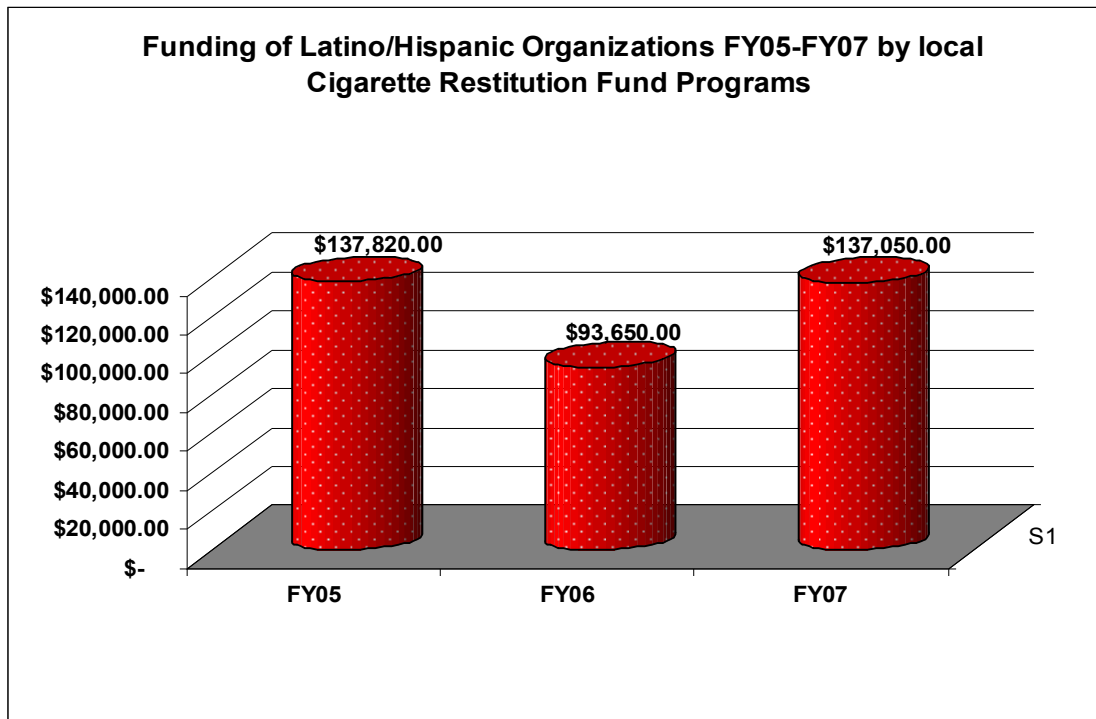


Figure 11: FY07 Subvendor Summary Forms

JURISDICTION	FY07 ACCOMPLISHMENTS
Anne Arundel	<p>Antioch, The Apostolic Church—Glen Burnie Latino Soccer League Inc.— Heritage Community Church, Inc.— Holy Trinity Roman Catholic Congregations, Inc.— Iglesia Cristiana de Restauración, Inc.—Iglesia Emanuel Asamblea de Dios-Glen Burnie—Iglesia Hispana Emanuel Asamblea de Dios—Iglesia Latino Nazarena—Marley Park Church of the Nazarene—educated more than 2,000 Latinos/Hispanics on tobacco use prevention. The presentations included information on secondhand smoke, smoking cessation, and referrals to cessation classes.</p>
Baltimore City	<p>Baltimore Medical Systems/St. Vincent de Paul—educated 1,297 Latinos/Hispanics on tobacco use prevention and secondhand smoke.</p> <p>Associated Catholics Charities, Inc./Hispanic Apostolate—conducted 103 one-one-one educational sessions to Latino/Hispanic merchants regarding local tobacco control laws.</p>
Howard	<p>Conexiones—through a theatrical production called Teen From The Hood, 350 people were presented with tobacco use prevention and cessation messages.</p>
Montgomery	<p>Community Ministries of Rockville/CASA of Maryland—conducted 21 awareness campaigns on tobacco use and secondhand smoke. Twenty-four community leaders were trained and 1,212 county residents were educated on tobacco use prevention and cessation.</p>
Prince George's County	<p>Association of Neighbors Puente, Inc.—trained 60 peer educators who then held 35 educational sessions and educated 11,811 individuals. Conducted 4 educational sessions for parents in middle and high schools. Thirteen community awareness campaigns were held throughout the county. Six PSAs were aired on Latino/Hispanic television stations and three were aired on Latino/Hispanic radio stations.</p>
Talbot County	<p>Iglesia Evangelica Emanuel Church—more than 200 people participated in a family bowling event and a tobacco education health fair.</p>

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